

Message Text

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PAGE 01 MANAGU 03988 242102Z

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ACTION ARA-10

INFO OCT-01 ISO-00 COME-00 EB-07 (ISO) W

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R 241735Z AUG 76

FM AMEMBASSY MANAGUA

TO SECSTATE WASHDC 938

INFO AMCONSUL BELIZE

AMEMBASSY GUATEMALA

AMEMBASSY MEXICO

AMEMBASSY PANAMA

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

UNCLAS MANAGUA 3988

E.O. 11652: N/A

TAGS: SM, ETRD, BEXP, NU

SUBJECT: SECRETARY'S OASGA INITIATIVES - USDOC EXPORT PROMOTION

ADVISORY SERVICES

REF: STATE 196223

1. EMBASSY HAS APPROACHED GON OFFICIALS REGARDING THE SECRETARY'S OFFER OF ASSISTANCE IN THE DEVELOPMENT OF AXPOT PROMOTION PROGRAMS. RESPONSE WAS ENTHUSIASTIC, ALTHOUGH THE OFFICIALS WERE NOT YET SURE HOW USDOC MIGHT BE OF GREATEST AID.

2. GON HAS RECENTLY BECOME MORE INTERESTED IN HAVING ITS FOREIGN DIPLOMATIC POSTS PERFORM SOME COMMERCIAL FUNCTIONS. LAST YEAR IT HELD A SEMINAR FOR ITS CENTRAL AMERICAN ENVOYS TO INDUCE THEM TO PROMOTE NICARAGUAN EXPORTS TO THE COUNTRIES IN WHICH THEY WERE STATIONED. NICARAGUA HAS ALSO ESTABLISHED A ONE-MAN COMMERCIAL OFFICE IN BRUSSELS TO PROMOTE EXPORTS TO EUROPE.

3. CREATING A COMMERCIALY-CONSCIOUS DIPLOMATIC CORPS WILL BE DIFFICULT. DIPLOMATIC POSITIONS ARE STILL GENERALLY LOOKED UPON AS HONORARY POSITIONS OR POLITICAL REWARDS. FEW FULL-TIME NICARAGUAN DIPLOMATS HAVE THE BACKGROUND OR TRAINING TO

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MANAGU 03988 242102Z

EFFECTIVELY PERFORM COMMERCIAL WORK.

4. ON THE OTHER HAND, NICARAGUA DOES HAVE AN EXPORT PROMOTION OFFICE WHICH COULD PROVIDE THE BASIS ON WHICH TO BUILD A FULL EXPORT PROMOTION PROGRAM. SUCH A PROGRAM COULD BE CONDUCTED IN COLLABORATION WITH THE FOREIGN MINISTRY IN A MANNER SIMILAR TO THE JOINT EFFORTS OF STATE AND COMMERCE.

5. GIVEN THAT NICARAGUA IS STILL IN THE EARLY STAGES OF DEVELOPING AN EXPORT PROMOTION SERVICE, THE BEST ASSISTANCE WE COULD GIVE AT THIS TIME WOULD BE TO EXPLAIN TO APPROPRIATE OFFICIALS EXACTLY HOW THE COMMERCE/STATE EXPORT PROMOTION PROGRAM WORKS. A SEMINAR BY A VISITING COMMERCE REPRESENTATIVE WOULD BE MOST USEFUL. IF SUCH A VISIT IS NOT POSSIBLE, THE COMMERCIAL OFFICER HERE COULD GIVE SOME TALKS ABOUT OUR TRADE PROMOTION ACTIVITIES.

6. IT WOULD BE HELPFUL IF WASHINGTON WOULD SEND THE EMBASSY SEVERAL SETS OF PRINTED MATERIALS, INCLUDING DESCRIPTIONS OF PROGRAMS, PROMOTIONAL MATERIALS, ORGANIZATIONAL CHARTS, EXAMPLES OF MARKET RESEARCH, DESCRIPTIONS OF TRADE CENTERS, COMMERCE PERIODICALS, ETC. TO HAND OUT. A GOOD UNDERSTANDING OF OUR PROGRAMS SHOULD GIVE EXPORT PROMOTION OFFICE AND MFA OFFICIALS A BETTER IDEA OF HOW THEY MAY WISH TO SHAPE FUTURE EXPORT PROMOTION PROGRAMS.
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